



# Marco Ehrl



## Address

113E Rickenbach Learning Center  
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Kutztown University  
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## Web

[www.marcoehrl.com](http://www.marcoehrl.com)

## CURRICULUM VITA (04/04/2022)

### EDUCATION

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- 2018 PH.D. | COMMUNICATION | TEXAS A&M UNIVERSITY  
Advisor: Dr. Nathan Crick  
Committee: Dr. Randy Kluver, Dr. Timothy Coombs, Dr. Gabriela Thornton  
Dissertation: The Rhetorical Crisis of the Fall of the Berlin Wall: Forgotten Narratives and Political Directions
- 2014 M.A. | COMMUNICATION | CENTRAL MICHIGAN UNIVERSITY  
Advisor: Dr. Edward Hinck  
Thesis: Arguing about Privacy and National Security: US and Germany negotiate Rules for Strategic Maneuvering in light of the NSA Spying Scandal
- 2012 M.A. | COMMUNICATION & AMERICAN STUDIES | UNIVERSITY OF DUISBURG-ESSEN, GERMANY  
Advisor: Prof. Dr. Jens Loenhoff  
Thesis: What is the *True* Nature of Facial Expressions? A Critical Evaluation of Paul Ekman's Universalist Approach

### POSITIONS

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- 2018 - PRESENT ASSISTANT PROFESSOR | DEPARTMENT OF COMMUNICATION STUDIES | KUTZTOWN UNIVERSITY
- 2014 - 2018 GRADUATE TEACHING ASSISTANT | DEPARTMENT OF COMMUNICATION | TEXAS A&M UNIVERSITY
- 2012 - 2014 GRADUATE TEACHING ASSISTANT | DEPARTMENT OF COMMUNICATION AND DRAMATIC ARTS | CENTRAL MICHIGAN UNIVERSITY
- 2006 - 2012 GRADUATE TEACHING ASSISTANT | DEPARTMENT OF ANGLOPHONE STUDIES | UNIVERSITY OF DUISBURG-ESSEN, GERMANY



## AWARDS/HONORS/GRANTS

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- 2018 PROFESSIONAL DEVELOPMENT SUPPORT AWARD | TEXAS A&M DEPARTMENT OF COMMUNICATION | \$500
- 2017 TOP STUDENT PAPER AWARD | PUBLIC RELATIONS DIVISION | NATIONAL COMMUNICATION ASSOCIATION 103<sup>RD</sup> ANNUAL CONVENTION, DALLAS | \$100
- 2017 GRADUATE CONFERENCE TRAVEL GRANT | TEXAS A&M DEPARTMENT OF COMMUNICATION | \$500
- 2016 TIFFANY HUNNICUTT OUTSTANDING TEACHER AWARD | TEXAS A&M | DEPARTMENT OF COMMUNICATION | \$500
- 2016 GRADUATE CONFERENCE TRAVEL GRANT | TEXAS A&M DEPARTMENT OF COMMUNICATION | \$500
- 2015 OUTSTANDING THESIS AWARD | COLLEGE OF GRADUATE STUDIES | CENTRAL MICHIGAN UNIVERSITY  
Title: Arguing about Privacy and National Security: US and Germany negotiate Rules for Strategic Maneuvering in light of the NSA Spying Scandal
- 2012 CENTRAL MICHIGAN UNIVERSITY GRADUATE ASSISTANT CONFERENCE GRANT | \$100
- 2009 OUTSTANDING RESEARCH PAPER | CENTRAL MICHIGAN UNIVERSITY  
Title: Embarrassment avoidance strategies: International students' behavior in face-threatening encounters
- 2008 - 2009 SCHOLARSHIP TO CENTRAL MICHIGAN UNIVERSITY BY THE FEDERATION OF GERMAN-AMERICAN CLUBS
- 2008 CONEX CONSULTING EXCELLENCE AWARD FOR OUTSTANDING APPLICATION OF METHODS AND RESULTS | UNIVERSITY OF DUISBURG-ESSEN | € 1500  
Title: Improvement of media-supported internal communication at InHolland University Diemen, Netherlands

## RESEARCH

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### PUBLICATIONS

- Ehrl, M.**, & Hinck, R. (2021). [Solving Egypt's Economic Crisis: The Strategic Role of Chinese, Russian, and Egyptian Media Narratives](#). *International Journal of Strategic Communication*, 15(5), 504-525.
- Hinck, R., **Ehrl, M.**, Stefanism, W., Kitsch, S., Cooley, A., & Cooley, S. (2020). [Media Reporting on Egypt's Economy and Bailout Narratives: The Role of Egyptian, Chinese, and Russian Media Narratives in Solving Egypt's Economic Crisis](#). Prepared for the Pentagon's Strategic Multilayer Assessment (SMA): *Strategic Implications of Population Dynamics in the Central Region*.
- Goidel, K., Gaddie, K., & **Ehrl, M.** (2017). [Watching the News and Support for Democracy: Why Media Systems Matter](#). *Social Science Quarterly*, 98(3), 836-855.



## MANUSCRIPTS IN PREPARATION

Hinck, R., & **Ehrl, M.** Internationalizing Afghan Security? Strategic Narratives and Transnational Public Sphere (Dis)Formation in Chinese, Russian, Afghani, and US Media. [Manuscript accepted for Publication in *Communication and the Public*]

## INVITED RESEARCH TALKS

**Ehrl, M.** (Feb. 4, 2022). "Germany's Foreign Policy Identity: Between International Expectations and Domestic Realities". Guest Lecture, Air University, Maxwell, AL, USAF's Air Command and Staff College's International Security II Seminar.

Hinck, R. S., & **Ehrl, M.** (2020). "[Egyptian, Chinese, and Russian Media Perceptions of Egypt's Economic Crisis, Bailout Partners, and Great Power Competition](#)" from December 2014-December 2019. *SMA Speaker Series on Assessment of Strategic Implications of Population Dynamics in the Central Region*.

## CONFERENCE PRESENTATIONS

**Ehrl, M.** (2022). *Discursive Boundaries: Framing Germany's New Foreign Policy Crisis*. Paper accepted at the Rhetorical Society of America Conference in Baltimore, MD, May 26-29

**Ehrl, M.** (2021). *Germany's New Foreign Policy Crisis with China: Negotiating Ontological Security Concerns via Rhetorical Containment*. Paper presented at the National Communication Association in Seattle, WA, Nov. 18-21.

**Ehrl, M.**, Hinck, R., & Cooley, S. (2021). *Transnational Public Spheres via Strategic Policy Narratives: Afghanistan's Political Role in Chinese, Russian, and Iranian Media Discourses*. Paper presented at the International Association for Media and Communication Research in Nairobi, Kenya, July 11-15.

**Ehrl, M.** (2020). *Narratives of Reunification: Rhetorical Lessons from East German's Opposition Movement for Korean Unification*. Paper accepted at the Rhetorical Society of America Conference in Portland, OR, May 21-24 (canceled due to Covid-19).

**Ehrl, M.** (2020). *Steve Bannon's Populist Revolution in Europe: The Rise and Fall of a Foreigner among Right-Wingers*. Paper accepted at the Rhetorical Society of America Conference in Portland, OR, May 21-24 (canceled due to Covid-19)

**Ehrl, M.** (2019). *Equipment for Political Living: Toward a Model for Political Crisis Narratives*. Paper presented at the National Communication Association in Baltimore, MD, November 14-17

**Ehrl, M.** (2018). *Crisis as the Engine of European Integration: Bringing together Habermas' ideas about European Unification and Castells' insights about the Network-State*. Paper presented at the International Association for Media and Communication Research Conference in Eugene, OR June 20 - 24.

**Ehrl, M.** (2018). *The Hidden Frames of 1989: Recovering the Berlin Wall's Language of Political Action*. Paper presented at the Rhetorical Society of America Conference in Minneapolis, MN, May 31 - June 3.

**Ehrl, M.** (2017). *In Search of a Multi-Vocal Approach to Political Crisis Communication: Angela Merkel's Lonely Voice within a divided Europe*. Paper presented at the National Communication Association in Dallas, TX, November 16-19 (**Best Student Paper Panel, PR Division**).



- Ehrl, M.** (2017). *Habermas and the Role of Crisis-Induced Narratives for the Future of the European Union*. Paper presented at the Global Fusion Conference in Athens, OH, October 13-15.
- Ehrl, M.** (2017). *Toward a Bottom-Up View of EU Polity-Building: Contributions of Manuel Castells' Global Public Sphere, Civil Society, and Global Governance to a New European Narrative*. Paper presented at the Global Fusion Conference in Athens, OH, October 13-15.
- Ehrl, M.** (2016). *The Rhetorical Situation of Routine Mass Shootings: Obama's Speech on the Shooting in Oregon*. Paper presented at the National Communication Association in Philadelphia, PA, November 9-13.
- Ehrl, M.** (2016). *Student Protest . . . and then what? The Rhetorical Remains of the Cooper Union Student Protest*. Paper presented at the Rhetorical Society of America Conference in Atlanta, GA, May 27-29.
- Ehrl, M.** (2016). *Immigration and Germany's Rhetorical Identity*. Paper presented at the Rhetorical Society of America Conference in Atlanta, GA, May 27-29.
- Ehrl, M.** (2015). *Appraising Castells Ideas about Public Diplomacy: The Role of the Public for German Diplomacy*. Paper presented at the Global Fusion Conference - Texas A&M in College Station, TX, October 23-25
- Ehrl, M.** (2014). *Privacy or national security? How the U.S. and Germany are negotiating their rules for strategic maneuvering in the light of the NSA spying scandal*. Paper presented at the International Society for the Study of Argumentation (ISSA) conference in Amsterdam, Netherlands, July 1-4.

## TEACHING EXPERIENCE

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### ASSISTANT PROFESSOR | KUTZTOWN UNIVERSITY | 2018-PRESENT

- International Communication** (Spring 2020, Fall 2020, Spring 2021, Spring 2022)
- Crisis Communication** (Spring 2021, Fall 2021)
- Political Communication** (Spring 2022)
- Rhetorical Theory & Criticism** (Fall 2018, Spring 2019, Spring 2020, Fall 2021)
- Survey of Communication Theory** (Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Fall 2021)
- Senior Capstone** (Spring 2021)
- Multicultural Communication in a Globalized World** (Fall 2018, Spring 2019)
- Fundamentals of Oral Communication** (Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021)

### GRADUATE TEACHING ASSISTANT | TEXAS A&M UNIVERSITY | INSTRUCTOR OF RECORD | 2014-2018

- International Communication** (Spring 2018, upper-level course, 60 students)
- Rhetorical Criticism** (Fall 2017)
- Persuasion** (Spring 2017, upper-level course, 60 students)
- Public Speaking for the Technical Professional** (Fall 2016)
- Group Communication** (Fall 2016)
- Argumentation & Debate** (Spring 2016, Fall 2015)
- Public Speaking** (Spring 2015, Summer 2015)



GRADUATE TEACHING ASSISTANT | CENTRAL MICHIGAN UNIVERSITY | INSTRUCTOR OF RECORD

**Introduction to Communication** (Fall 2012, Spring 2013, Fall 2013, Spring 2014)

GRADUATE TEACHING ASSISTANT | UNIVERSITY OF DUISBURG-ESSEN | INSTRUCTOR OF RECORD

**Introduction to Cultural, Literary, and Linguistic Theory** (2006 - 2008, 2009 - 2012, Taught twelve 90 minute courses to 25 students per section, which helped students to develop academic writing and research skills, apply literary, cultural, and linguistic theories, practice public speaking, and gave library tours)

## SERVICE

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### TO PROFESSION

**Submission Reviewer** for the Public Rhetoric Division (RSA 2022)

**Submission Reviewer** for the Political Communication Division (NCA 2021)

**Submission Reviewer** for the Mediated Communication, Public Opinion, and Society Division (IAMCR 2021)

**Submission Reviewer** for the Mediated Communication, Public Opinion, and Society Division (IAMCR 2018)

**Submission Reviewer** for the Rhetorical and Communication Theory Division (NCA 2016)

### TO KUTZTOWN'S COMMUNICATION DEPARTMENT

**Chair** | Digital Presence Committee | 2020 - Present | ([website link](#))

**Chair** | Website Redesign Committee | 2019 - 2020 | ([website link](#))

**Advisor** | Lambda Pi Eta | 2019 - Present

**Member** | Academic Technology Committee | 2019 - Present

**Member** | Department Curriculum Committee | 2018 - Present

**Member** | International Faculty Caucus | 2020 - Present

### TO A&M'S COMMUNICATION DEPARTMENT

**Graduate Student Representative** for the Internationalization Committee | 2017 - 2018

**Technical Assistant** for Faculty Profile YouTube Videos | 2016 - 2017 | ([website link](#))

**Technical Assistant** for the Department's Website | 2015

## FOREIGN LANGUAGES

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GERMAN: NATIVE

ENGLISH: BILINGUAL PROFICIENCY

FRENCH: ELEMENTARY PROFICIENCY

## PROFESSIONAL ASSOCIATIONS

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INTERNATIONAL ASSOCIATION FOR MEDIA AND COMMUNICATION RESEARCH (IAMCR)

NATIONAL COMMUNICATION ASSOCIATION (NCA)

RHETORIC SOCIETY OF AMERICA (RSA)

FEDERATION OF GERMAN-AMERICAN CLUBS (VDAC)



## PROFESSIONAL DEVELOPMENT

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### ICM CERTIFICATE IN CRISIS COMMUNICATION MANAGEMENT (2021)

Successfully completed the [ICM Crisis Communication Management Certification Course](#). Offered for almost 27 years, the ICM Certification Course prepares executives to lead during and after sudden and smoldering crises.

### CERTIFICATE IN MAXQDA (2020)

Successfully completed the MAXQDA 2020 complete course, MAXQDA DRIVING SCHOOL 365. The course consisted of eight sessions, 2½ hours each, and was conducted by the MAXQDA professional trainer Andre Morgenstern-Einenkel (lecturer of the workshops and webinars offered by the MAXQDA manufacturer VERBI).

### CERTIFICATE IN INTERNATIONAL COMMUNICATION AND PUBLIC DIPLOMACY (2018)

Certificate combines courses in international communication and global media offered by the Department of Communication with courses in international affairs, diplomacy, and regional studies from the Department of International Affairs from the Bush School.

### TEACHING THE COLLEGE COURSE IN PERSUASION: INTEGRATING THEORY, RESEARCH, AND PRACTICE (2017)

National Communication Association | Short Course

### CERTIFICATE IN MEDIATION AND CONFLICT RESOLUTION | THE DISPUTE RESOLUTION CENTER OF BRAZOS VALLEY (2017)

Completed 40 hours of basic mediation training in compliance with the Alternative Dispute Resolution Procedures Act 154.052, Texas Civil Practice & Remedy Code Ann.

### TEACHING ARGUMENTATION IN THE 21ST CENTURY: KEEPING OLD TRADITIONS AND GENERATING NEW ONES (2016)

National Communication Association | Short Course

### PUBLIC DIALOGUE AND DELIBERATION (2015)

National Communication Association | Short Course

### SUMMER SCHOOL ARGUMENTATION IN CONTEXT | DEPARTMENT OF SPEECH COMMUNICATION, ARGUMENTATION THEORY, AND RHETORIC | UNIVERSITY OF AMSTERDAM, NETHERLANDS (2014)

Participated in a five-day workshop aimed at analyzing and evaluating strategic maneuvering in argumentative activity types from various domains, including the political, the medical, the legal, and the academic domain.

### TEACHING COMMUNICATION THEORY WORKSHOP (2013)

National Communication Association | Short Course

### SEMINAR IN TEACHING COLLEGE SPEECH | DEPARTMENT OF COMMUNICATION AND DRAMATIC ARTS | CENTRAL MICHIGAN UNIVERSITY (2012)

Participated in a two-week training program designed to assist graduate teaching assistants in developing course material, designing lesson plans, planning activities, leading discussions, using technology, evaluating speeches, and increasing teaching skills.